



Rockport Millbrook Meadow Committee

Town Hall, Rockport, MA 01966

Charmaine Blanchard
Marcia Lombardo, Treasurer
Barbara Sparks
Frederick H. Tarr III

Samuel W. Coulbourn, Chair
Shannon Mason, Vice Chair
John Sparks

Minutes of Meeting, Wednesday, June 19, 2013, 7:00 p.m. **Community Room, Rockport Police Headquarters**

7:05 p.m. Chairman Sam Coulbourn called the meeting to order. All members were present: **Charmaine Blanchard, Marcia Lombardo, Shannon Mason, Barbara and John Sparks**, and **Ted Tarr**. Also present were **Dr. Kimberly Jones**, candidate for membership; **Susan Gray, Betsy Giannoccarro** and **Martha Jane Coulbourn**, all members of Friends of Millbrook Meadow and Mill Pond. **Christina Wolfe** and **John Bassett**, also Friends, arrived a few minutes later.

1. Update Millbrook Meadow Restoration.

Status of CPC Application: John Sparks reported on progress of our request for funds through Community Preservation Act. Chair of the Community Preservation Committee reports that the Committee will support our request for funds in the amount of \$100,000.00. (We requested \$120,000.) Members noted that this is only the *recommendation* of CPC, and this must pass Fall Town Meeting.

Status of Request for Proposal (RFP): John stated that DPW intends to complete the RFP soon and has asked that any proposed corrections or other changes be returned June 24-28. He volunteered to compile MMC proposed changes and submit them, by noon Monday, June 24. Charmaine moved that the Committee name John as our agent to collect these changes. Ted seconded the motion. All voted in the affirmative.

Local television interview (airing tonight): Charmaine and Sam, who appeared in this interview, described it as a 15 minute segment with Gordon Baird, centering upon the plans for restoration of the Meadow and Pond. This segment on local Channel 12 will air again 6/20 at 6 p.m., 6/21 at 1 p.m. and 6/23 at 3 p.m.

Current Maintenance and status of list given to DPW by Charmaine. Chairman asked to move it later in the agenda, and then failed to bring it up.

2. Plans for Fundraising: We invited interested Friends of Millbrook Meadow and Mill Pond to join us for sharing ideas about fundraising.

Should we acquire 501.c.(3) Status? Charmaine reported she has talked with Friends of Thacher Island, a local organization, and will pursue that, particularly vis-à-vis 501.c.3. Susan Gray suggested that acquiring 501.c.3 status would be very important, because only with that can donors expect that their contribution will be adjudged tax-exempt. John suggested that Friends of Millbrook Meadow and Mill Pond should be the organization soliciting the 501.c.3 status.

Charmaine reported on research that she had done, including visiting with the trustees of the Anderson Fund and their connection to the Boston Fund. Susan noted that, while grants were important, according to her experience, over 60% of donated funds will come from individuals, not grants. She added that, while we are in the process of acquiring 501.c.3 status, we can ask for and accept pledges from donors.

Betsy Giannoccarro suggested that it would be useful to start a potential donor data base as soon as possible. She also noted that, once we have applied for 501.c.3 status, the Cape Ann Chamber of Commerce may be willing to accept 501.c.3. funds for us, pending our legal designation.

Susan suggested that it will be important to prepare a compelling, short message—just three sentences—to use with potential donors that will succinctly identify our mission. Susan also suggested that we put together a timeline and plan of who will do what, and when, with money targets at each point, dates for fundraising events and “asks”, etc.

Form subcommittee? Betsy asked if we have a fund-raising committee. Sam stated that we are at the very start now, and this meeting is our step toward thinking about how to organize for fund raising. Betsy then asked what the overall time frame for this restoration of the Meadow and Pond was. Jon said four to five years. Susan said that would be helpful in permitting donors to spread out their gifts over the years.

Betsy asked if we had funds now that can be used for fund-raising expenses. Susan suggested that that should be one of the first “asks”, to request donations of seed money.

Other fund-raising events. Sam asked for suggestions of events that the MMC could sponsor which would raise funds and moreover increase public support and awareness.

Shannon suggested an event to get people to the Meadow before Town Meeting.

Charmaine offered holding something on the order of Gloucester’s Waterfront Festival, but on a much smaller scale. Betsy noted that the Rotary will have a LobsterFest on August 10th and it might be possible to hold our event at the same time, as a complementary event that visitors and townspeople could enjoy before or after their visit to LobsterFest. Sam noted that the 34th Annual Acoustic Festival will be held in the Meadow the next day, August 11th. John Bassett suggested that a band concert in the Meadow might be a good thing. Marty Coulbourn suggested that having an art mart or an antique show in the Meadow would be an attractive event. These, however, would require more lead time, and might not be feasible until next year.

Sam briefly summarized the points brought up in the meeting to this point and thanked the Friends present for their very helpful suggestions.

3. Millbrook Meadow & Pond Logo proposals. Shannon circulated sheets containing six choices for a logo for the Meadow and Pond and members voted by circling their first choices. This logo is intended for printing on t-shirts and hats, and for identifying the

Millbrook Meadow Committee and the Friends organization. The logo MMC chose is at the top of these minutes. Sam thanked Darren Mason for the MMC for his excellent help in preparing these.

4. Organization.

Proposed New Member: Sam introduced Dr. Kimberly Jones, who lives on Union Lane. She described her background and said that she is able to look out at the Pond and Meadow even when she is washing dishes. She would like to help, and has offered her services, particularly with grant writing. Kim is a professor at Northeastern University.

After brief discussion, Sam asked for a motion to propose appointment of Kim. Shannon moved and Marcia seconded. All voted affirmatively. Sam will forward the MMC request for her appointment to the Town Administrator and Selectmen.

Recommendations for additional member? Shannon suggested that we ask Friends for volunteers to join. Other members mentioned names, and informally agreed to look for some good candidates.

Elect Treasurer. Marcia volunteered to serve; Ted nominated her, Charmaine seconded, and all voted in the affirmative. Sam will provide her with files and arrange for her to meet with the Town financial staff.

5. Meadow Event Schedule:

Wednesday, July 10th and 24th, Story Hour. Library hosts ~70 children from North Shore at Reading Hour in the Meadow.

Sunday, August 11, 2013, Thirty-fourth Annual Acoustic Festival. Event scheduled from 12 noon until 6 p.m. Organizer: David Cutler. All voted to approve this event. Shannon suggested that we should have a table at the Festival for Friends' signups, and to publicize the Meadow and Pond and its other activities. Also perhaps to sell shirts, cards and hats.

6. Committee Business: Minutes of May 22nd and Pay Bills. Charmaine moved to approve the minutes, Barbara seconded, and all voted to approve.

Vote on reimbursement for expenses. All voted to approve request for reimbursement of expenses for the Opening of the Dam celebration and purchase of water hoses.

7. New Business.

8. Set Next Meeting: Wednesday, July 24th at the Trustees' Room, Library.

10. Adjourn. 8:57 p.m. John moved to adjourn, Marcia seconded. All voted to adjourn.

Approved:

Samuel W. Coulbourn

**Copy to: Town Administrator
Director of Public Works**